



USAREUR STRATEGIC COMMUNICATION MESSAGES

USAREUR VISION

Freedom's Expeditionary Force

- ✓ Transformed and Ready
- ✓ Projecting premier full-spectrum joint forces
- ✓ Lean and agile, strategically postured
- ✓ Guarantors of security, access, and stability

An Army Forward ➤ Any Mission, Anywhere!

Short Term Messages (Spring 04)

• USAREUR will continue sustain the preparedness and well being of its warriors and the quality of life of their families throughout the continuous challenges of serving a nation at war.

• Grafenwoehr is Europe's premier training facility and supports the GWOT. MILCON dollars are committed to improve/upgrade the training facilities.

• Soldiers live the warrior ethos and are trained and ready to meet the challenges of today's missions.

• The Army and USAREUR are transforming to become a more agile, joint expeditionary force. We continue to seek joint training and training with our NATO allies.

• We all need to be safety conscious during this summer of both OIF soldiers on R&R leave and soldiers PCSing.



STRATEGIC COMMUNICATION MESSAGES

Enduring Messages

Moving from the Current Force to the Future Force... NOW

- ✓ to reflect wartime realities
- ✓ to incorporate "next generation" capabilities
- ✓ to keep Soldiers first
- ✓ to develop a Joint and Expeditionary Army

Short Term Messages (Winter/Spring 04)

- Soldiers live the Warrior Ethos.
- All Soldiers are prepared, trained and fully equipped for the fight.
- "Be safe" – safety is critical both in the fight and at home.
- The Army is fighting a war while simultaneously rotating, resetting, rethinking, rebalancing, and restructuring.
- Combat power is rooted in capability, not quantity.
- Generating more combat power, thereby increasing rotational forces, is the Army's top priority.

